

AUGUST, 1908

\$1.00 A YEAR

SELLING ELECTRICITY

Edited by FRANK B. RAE, Jr.

In the Rush of Fall Business
there will be a Constant Demand
for Ideas. The Central Station
Commercial Man must rely on
his own Experience and the Ex-
perience of his Contemporaries.

Where can he find these Ideas
save in This Magazine ?



Do you want to get hold of a line of portable lamps that will really sell? That will be within the reach of your customers?

We call your attention to the lamp illustrated above. A number of Central Stations are selling this portable for \$10. There's a small profit for you even at that price. The lamp, however, will sell readily for \$12 or \$14.

You want our catalogue. It will show you a wide assortment of handsome art portables that your customers can afford to buy. Our lamps and our prices will interest you. :: ::

**The
Goodwin & Kintz
Company**

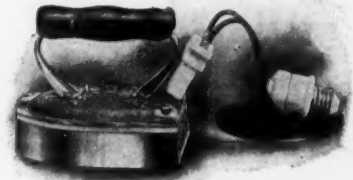
WINSTED, CONN. Station 1



**We are
not Intro-
ducing
this Iron!**

It has been before you some time.

So has the hot weather. Have you taken advantage of the effect of the heat on the electric heating proposition?



AMERICAN "Steel Clad" Irons

carry conviction to the woman, who is willing to give ironing by electricity a trial.

They make the work of your solicitor easy! They never come back.

**American Electrical
Heater Company**

Detroit, Michigan

August

1908

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August, 1908

Selling Electricity Advertisers

1



Don't Blame the Meter Man

He didn't buy the meters.

If the cost of your meter department is too high it is your own fault.

You should have bought Fort Wayne TYPE K METERS in the first place—then you wouldn't be "up against it" for repairs, replacements, and extra testing.

TYPE K METERS are the cheapest meters made. Not in the first cost, of course, but in maintenance. If you are a practical manager, you want a practical meter—one that stands up to its work, that doesn't go wrong every time a little stress is put on it.

TYPE K METERS are practical meters. They are sturdy, dependable; embodying to the greatest possible extent all that is good in meter design without sacrificing reliability.

If you will look at the meter question squarely you will admit that the test of a meter is not its theoretical design but its practical day-by-day performance.

TYPE K METERS are designed right. But more than that, they *perform right*—REGULARLY—CONTINUOUSLY.

FORT WAYNE ELECTRIC WORKS
FORT WAYNE, INDIANA

In writing to advertisers, mention "Selling Electricity."

IT IS OUR BUSINESS TO GET NEW BUSINESS FOR YOU

We can do it if you will give us a chance.

We have been doing it for other companies and know what we are talking about.

We don't serve our clients with luke warm syndicate matter. We give them absolutely individual treatment.

First we locate the cause, then the effects, and finally show the remedy.

That is what our Commercial Engineering Investigation consists of.

It shows you where your commercial department is weak and shows you how to strengthen those spots.

Then, if desired, we will "apply the remedy" we have prescribed.

We don't give you valueless advice — we back our statements by work.

Let us hear from you in regard to this proposition.

It may mean money to you.

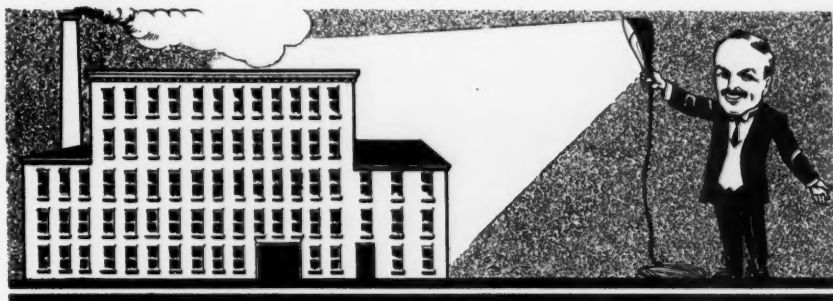
Write us to-day.

C. W. LEE COMPANY

West Street Building

NEW YORK

In writing to advertisers, mention "Selling Electricity."



FOR FACTORY LIGHTING HOLOPHANE--D'OLIER METAL REFLECTORS



ANNOUNCEMENT

THE HOLOPHANE COMPANY (Sales Department) has secured exclusive control of the Metal Reflectors designed and patented by Henry D'Olier, Jr. These are the only Metal Reflectors scientifically designed to give exact illuminating results. In taking up this line the HOLOPHANE COMPANY will hold to its established practice of substantiating every claim for its product with accurate engineering data and the photometric curves of the Electrical Testing Laboratories. ¶ Holophane-D'Olier Metal Reflectors are made in 28 sizes and styles for lamps of from 4 to 80 cp. There are four finishes—brush brass, polished brass, oxidized copper and green enamel. No extra holders are required, a strong clip spring holder reinforced with heavy steel ring being attached to each Reflector. ¶ *In Stock Ready For Delivery From All Branches September 10th. Write For Bulletin No. 40.*

HOLOPHANE COMPANY

Sales Dept.: 227-229 FULTON ST., N.Y.—Chicago, Boston, San Francisco

Table of Contents for June

Rampant Conservatism (Cartoon)	Frontispiece
The Lesson of 1908—Editorial	197
What the Commercial Men Learned at the Chicago National Convention	
Commercial Progress in Wichita	H. Almert 200
A Story of Modern Reorganization Methods	
The Results of Misguided Publicity	207
Creating Demands for Electricity	
George Williams and Frank B. Rae, Jr. 209	
A Paper Read Before the 31st Convention of the N. E. L. A.	
Demonstration Work at St. Louis	W. H. Wissing 215
How the Union Electric Light and Power Company Keeps Customers Interested	
Dollar Ideas (An Announcement)	220
Gas Engine Competition	J. H. Forbush 222
Methods of the Shenango Valley Electric Light Company in Meeting Natural Gas Power Competition	
The Neglected Electric Auto	Frank B. Rae, E. E. 225
Hints on the Development of Profitable Power Business	
Power Men	R. A. MacGregor 227
Qualifications of the Power Solicitor	
Spirit of Co-Operation	Milton Hartman 230
Methods of Increasing Station Load	George Williams 231
A Paper read before the Canadian Electrical Association	
Swapping Shoes	Earl E. Whitehorne 234
A Fable that will not hurt Solicitors	
News and Reviews	237

Table of Contents for July

Success	Frontispiece
Editorial	255
Made In Springfield	258
Live Methods of the Springfield Gas and Electric Co.	
Novel Publicity Methods in Denver and Their Results	261
Examples of Advertising by the Denver Gas and Electric Co.	
A Dollar Idea	267
Solicitors' Organizations	268
Concerning the Organization at Providence.	
Electric Heating From The Salesman's Viewpoint	F. S. Root 269
A paper presented at the regular meeting of the Narragansett Lighting Company's Solicitors.	
Electric Power vs. Steam Engineering	J. E. Grey 272
A paper presented at the regular meeting of the Narragansett Lighting Company's Solicitors.	
Letter From Spokane on the Free Sign Question	M. C. Osborn 277
A statement of the policy and experience of the Washington Water Power Co.	
Dollar Ideas	An Announcement 280
A Parable and An Interpretation for Solicitors	Earl E. Whitehorne 282
Bearing on the value of a solicitor's job and its future.	
Two Dollar Ideas	285
What Can You Do About It?	286
A story of a painful experience.	
When Would You Try To Sell Kaiser William a Compass?	289
News and Reviews	291

SELLING ELECTRICITY

A Magazine of Business for Central
Stations and Electrical Men Generally

The Measure of Success	Frontispiece
Editorial	307
An Overcharge	310
Popular Appreciation of Electricity in Hamilton, Ontario	311
The prosperity of this thriving Canadian city is credited by the local press to its cheap and efficient light and power service.	
Two Dollar Ideas	316
The Los Angeles Emergency Auto	317
A Breakdown Wagon that advertises the Company.	
The Pretty Girl in Central Station Advertising	319
The Commonwealth Edison Co. employs the Picture Post Card in its Heating Campaign, posing Pretty Girls as models.	
Dollar Ideas	An Announcement 324
Convention of Illuminating Engineering Society	326
A Newspaper Campaign on Electric Flat Irons	327
The Tacoma Daily News offered an Electric Iron as a Subscription Premium and in two years placed 5,000 irons.	
Mr Solicitor, Are You in Line?	329
Straight Talk On The Value of Preparation And a Correct Mental Attitude.	
A Dollar Idea	332
Tungsten Lamps From the Solicitors' Standpoint	333
Mr. F. A. Wegner of The Brooklyn Edison Co. gives his Views.	
Who Does the Salesman Try to See?	335
Two Dollar Ideas	336
News and Reviews	337

*Some people work
because they have to;
some because they think
they ought to; a few,
to get results. These
last achieve success,
for success is measured
in results, not work.*



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Volume 4

AUGUST, 1908

No. 1

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Concerning Courtesy



IT has come to be a habit for writers on central station commercialism to preach courtesy. It seems to be taken for granted that central station employees are a gang of hoodlums among whom the gentle art of insult is a popular form of diversion. That they might have, through any accident of birth or upbringing, the instincts of gentlemen is seldom granted. The courtesy preachments begin with fundamentals, such as the toothbrush and nail file, and painstakingly point out that decency in bodily and mental habits is a desirable and profitable condition.

As a matter of fact there is just enough truth in this sort of lunacy to allow editors to publish the stuff. Central station employees *are* given to discourtesy. But the reason is not, as these writers seem to suppose, because we are what college boys call "muckers": it is because we gradually come to feel that the public with whom we deal deserve no better treatment. And we give them their deserts.

IT is the same in any public utility. The guards on elevated railways and subways, the conductors of street cars, the gatemen and ticket sellers of steam roads, are almost invariably boors and bullies while on duty. They may be church deacons on Sundays. The complaint clerks, bill clerks, office employees of gas and electric companies are all too frequently rude and tactless between the hours of eight and five. They may wear black clothes and lead cotillions in the evening.

Why?

The answer, I think, is that we come to deal with the public as *the public*—not as a number of individuals. To us the complaining customer, the befuddled foreigner who cannot understand his bill, the garrulous woman with a thousand senseless questions, the man who wants something he can't describe, the tricky personage trying to get something for nothing—to us, all these are not individuals but types. Each represents just so many minutes of unpleasant conversation. Each is to be handled with the least amount of time and energy. They are passed along like cattle—the refractory ones cursed (mentally) and browbeaten; the docile ones sneered at and mocked. We are impatient that they should interrupt our routine; we despise their ignorance of things which are so simple to us.

We arrive at this point of view gradually and without realization that we are acquiring discourtesy and making ourselves obnoxious. At first we are attentive, willing. The kicks and questions seem important. We strive to smooth out the wrinkles and supply information. But when the same kicks, the same questions, the same senseless repetition follows day after day, and apparently from the same people, we grow careless.

When the first man comes in waving a bill and snarls out, "Look here; this blame bill is ten times what it was last month—your confounded meter is fast—you fellows would rob the dead—I don't suppose it'll do me any good to kick, but I want you to know what I think of you"—when the first man says that, we get a cold sweat and apologetically start in to straighten things out. But the 50th time it happens, we merely yawn. We have seen 49 others of the same sort. They rant around for a few minutes; we tell 'em we'll investigate; they throw out a few more insults and, if we think we dare, we return the insults in kind; the kicker departs. Next!

We don't mean to be discourteous. If anybody told us, in so many words, that we were boorish and insulting and overbearing and generally offensive, we would be seriously disturbed. But the very fact that we lose sight of the *individuality* of those with whom we come into official contact constitutes the most serious breach of manners.

When Jacob Blachensteuben waddles into the office with the very natural curiosity of an Americanized citizen to learn why he has apparently been overcharged for current, it is well to consider that Jacob's little delicatessen

shop is the centre of much neighborhood gossip; that Jacob has eleven children of his own and nine grandchildren all sitting about the table three times a day discussing the lighting company; that he is, in his little circle, a patriarch and a power; that he is accustomed to respect and consideration. Do not say to yourself, "What's biting old Limburger?" and treat his complaint as a keeper would treat the mutterings of a crazy man. Look upon him as an *individual*; treat him as a man, not as a specimen.

This subject of courtesy is important—so important that practically every large public service corporation is issuing general letters to its employees exhorting them to its practice. The trouble with such preachments is that they start wrong. They presuppose ignorance of good manners, whereas the trouble is merely wrong view-point. If the central station employee whose work brings him into touch with the public will but appreciate that that public is made up of *individuals*, each as sensitive and sensible as himself, he will never be accused of discourtesy.

AS an example of the best sort of courtesy lecture, the following will be found interesting. It was issued as a general letter to every employee of the Lackawanna Railroad and afterwards printed in the time-tables to show the public the Company's attitude "on a subject of vital interest to its patrons":—

The possession in marked degree of any worthy faculty should always be an incentive to develop that faculty. This Company considers that its Agents, Conductors and other representatives possess the faculty of being courteous to the public above the average. To those who cultivate and exercise this faculty the Company extends its congratulations and its thanks; to those who may not have fully appreciated its importance, thoughtful consideration of the following is suggested:

First: The principle that underlies courteous treatment of others is simply that of doing unto others as you would they should do unto you.

Second: In a highly complex and technical business such as that of the Railroad there are many things that you, with your training and daily experience understand with perfect familiarity but which the public do not understand; therefore, do not assume that the public should comprehend them without asking questions, but when they make inquiry of you give them the courtesy of a reply just as full and clear as you can make it, and without any suggestion of superiority born of a greater knowledge.

Third: Words are only *one* means of expression and *manner* is quite as important; therefore remember that a kindly and gracious manner is not only the sign and mark of a self-respecting man but is to your words what oil is to machinery in making them move effectively to their purpose.

Fourth: True courtesy is no respecter of persons. It remembers that "a

man's a man for a' that," and gives the civil word and the helping hand quite as readily to the ill-clad stranger as to an official of the Company.

Fifth: Courtesy is not only something the public have a right to expect of you but it *pays*.

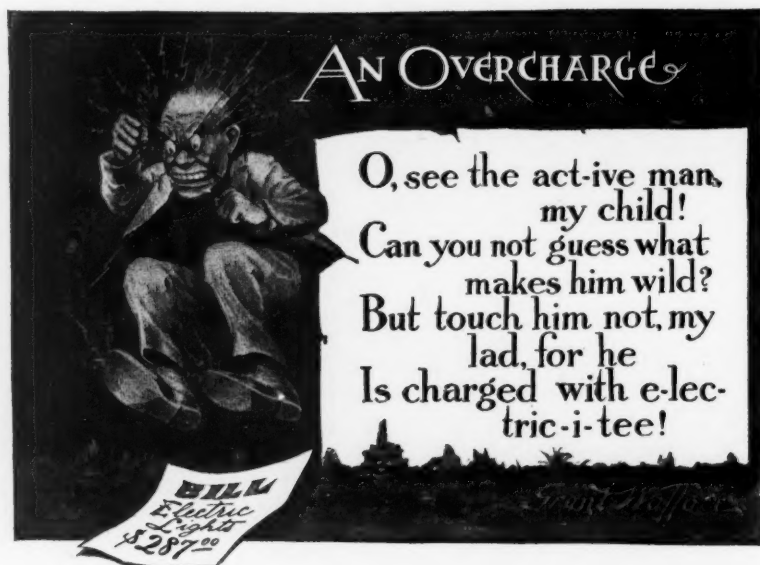
It pays in the friends it makes you personally and as a representative of the Company.

It pays in minimizing the friction of your life, as well as that between the Company and its patrons.

It pays in raising your standing with the Company.

It pays in the personal satisfaction resulting from having done the right and kindly thing by your "neighbor."

It is the wish of the management of this Company that all its representatives, whose work brings them into contact with the public, may appreciate and fully measure up to their duty and privilege in this respect.



—Saturday Evening Post. Copyright 1908, By Curtis Publishing Co., Philadelphia.

Popular Appreciation of Electricity in Hamilton, Ontario

THE *Spectator* of Hamilton, Ontario, on May 20th printed a special ten page issue called *The Hamilton Business Proclamation*, in which the many manufacturing and commercial industries of that thriving city were exploited. The

most interesting feature of the proclamation, however, was the great prominence and importance given the electric light and power industry.

There were several articles dealing with the subject, one of which, occupying considerable space, is headed:

HAMILTON'S GREATEST INDUSTRIAL ATTRACTION

Unlimited and Wonderfully Cheap Supply of Electricity

Current Transmitted and Distributed at Bed-Rock Rates

"One of the greatest advantages which Hamilton offers to manufacturers is its unlimited supply of cheap electric power. Indeed, this may be termed the great advantage, as in practical importance it overshadows all others * * * Unlike some corporations, whose rule is to charge "all the traffic will bear," regardless of actual cost, this one has adopted, we shall not say the magnanimous, but the far-sighted policy of giving its customers the benefit of its bonanza. Instead of having a few customers at top-notch prices, it has preferred to have many at figures which seem a marvel of cheapness. For factory purposes it is singularly cheap, not only because of the very low rates at which it is fur-

nished for the reasons mentioned, but also because of a special economy possible at the point of consumption. That is to say, it is considerably superior to many of the transmitted powers, since the cost of the apparatus, which the consumer has to buy, is very much lower than elsewhere. The power from DeCew Falls is also unusually reliable, the works at the falls being free from the winter troubles of anchor ice and freshets.

"Perhaps the one point on which stress should be laid most emphatically—and we do it here again at the risk of repetition—is the cheapness of the supply of electricity already in existence for power purposes."

Also on a page given up to a business directory it is stated that 83 per cent of the manufacturing and business houses represented are users of electricity.

Mr. Thomas F. Kelly, Assistant to General Contract Agent, Hamilton Electric Light and Power Co., Ltd.,

has written the following paper on commercial conditions:

"The Electric City of Canada"

Hamilton, a lively manufacturing city of 70,000 inhabitants, has won this enviable name by virtue of its cheap electric power and the extended uses to which it has been put in

lighting and operating factories and railways.

This power, which is secured from the Cataract Company, Limited, is derived from the precipitous change of level between Lake Erie and Lake Ontario formed by the Niagara es-

mately 20 feet above the level of Lake Ontario, the water charges against them under a static head of 269 feet, or 120 feet greater than that at Niagara Falls, and is then returned to the Welland Canal at the Ontario level.



The Federal Life Assurance Co. Building, on the lines of the Hamilton Co.

carpment. The water is diverted from the Welland Canal at the Lake Erie level, carried through a canal five miles in length, discharged into a forebay and plunged through steel penstocks 940 feet long against turbine wheels in the hydraulic station. The impulse wheels are approxi-

Here are actual, not theoretical, results that have been secured to manufacturers in this field;—a reduction in power cost under steam of from 50 to 60 per cent; a saving of from 25 to 30 per cent in the investment that would be required for the installation of individual power plants. Also, the smoke nuisance and fuel supply problems are satisfactorily solved. At the present time about 37,000 hp. is being generated and transmitted to Hamilton, a distance of about 35 miles, and to the neighboring cities, towns and villages.

The field supplied is, roughly, about 57 miles long by 20 miles wide and contains the cities of St. Catharines, Hamilton and Brantford; the towns of Welland and Dundas and the villages of Beamsville, Grimsby and Burlington.

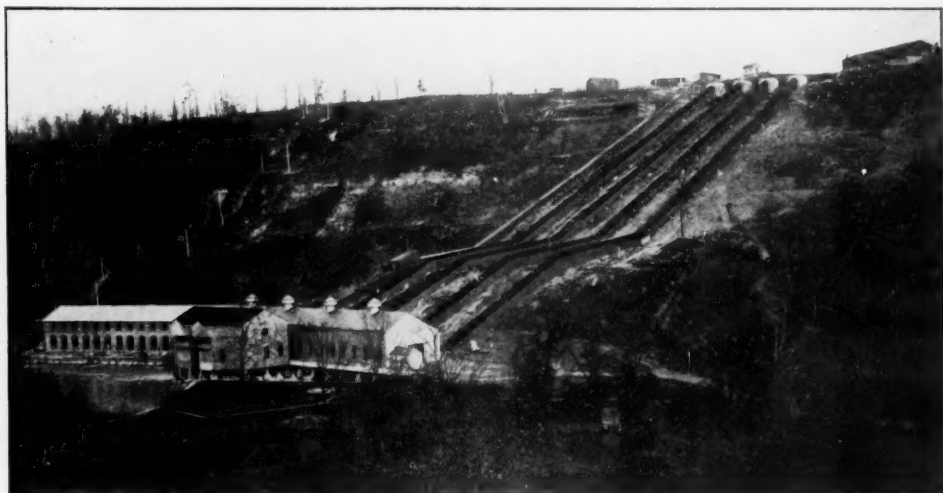
Besides supplying power to the light and power companies at these places (which companies are controlled by the Hamilton Cataract Co., Ltd.) this same company owns and operates electric railways running out of Hamilton to Beamsville 23 miles, to Dundas 6 miles, to Oakville 22 miles,

to Brantford 24 miles, besides the Hamilton street railway system.

At Hamilton, the headquarters of the Hamilton Cataract Power, Light & Traction Company, Limited, practically all power users, large as well as small, are using this power on account of the cheap rates. Among them might be mentioned the Canadian Westinghouse Company, the Canadian branch of the International Harvester Co., the Canada Colored Cotton Mills, the Hamilton Cot-

and the Jencks Machine Company at St. Catharines, the John Bertram & Sons Company, Limited, at Dundas, and the Pratt and Letchworth Company at Brantford are large industries which have become users of this power for the same reasons.

This large use of central station power in Hamilton has been obtained only after a strong campaign carried on by the management of this company and the very few users of steam still remaining are being slowly but



The Power House where the Cheap Power for Hamilton is Generated

ton Company, the Imperial Cotton Company, Hamilton Steel and Iron Company, Hamilton Bridge Works and the Canada Screw Company, besides many other companies manufacturing wire, wire fencing, patent roofing, elevators, meters, patent foods, tools, shovels, carriages, incandescent lamps, bricks, etc., etc. Besides these, the Plymouth Cordage Company and the M. Beatty & Sons, Limited, at the town of Welland, the McKinnon Dash and Metal Works

surely won over. The many industries that have located here since the beginning of this campaign are without exception using this power. Mention might be made of the large number of Canadian branches of American industries that have started here since a publicity campaign was inaugurated by the industrial committee of the city working in conjunction with the company to advertise the advantages of this city as a manufacturing center. This cam-

paign is still being carried on and new industries are steadily being started. This water power has not only been the means of obtaining cheap electric power, but lighting also, and now electric lighting in the homes and stores has become quite general, and when meters have been installed to replace the old flat rates we estimate that there will be a meter

illumination, etc. The City Council has not forgotten the fact that to demonstrate that cheap power and light are obtained here, much use should be made of the electric current to illuminate the city streets and parks. One result of this advertising is here illustrated—the illumination of one of the city parks and a flag pole situated in the very centre



The Terminal Station, Headquarters of the Hamilton Cataract Power, Light and Traction Co., where the Waiting Rooms and Offices of the Company are Situated

turning to every ten inhabitants. We are gradually changing over all flat rate business to the meter basis.

Merchants are recognizing the fact that electric advertising out of doors, (such as electric signs, etc.,) is profitable publicity, with the result that the business streets are well-lighted with the city arcs, electric signs, outline

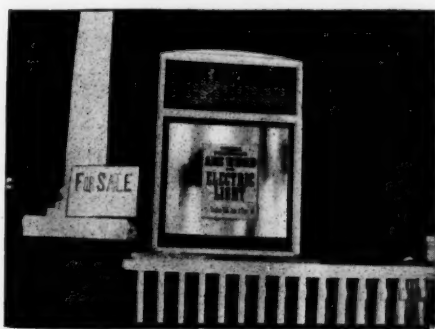
of the city by about 1600 red, white and blue 8 cp. lamps. This particular illumination is lighted every night from dusk until midnight, for which the city pays a nominal charge.

The Hamilton Electric Light and Power Company, Limited, last fall inaugurated a new business department, and although it was during the

money panic steps were taken to put it on a sound footing.

Space was taken in the daily papers and newspaper advertising was started. This has been kept up and the matter is changed weekly. Folders are being issued at periods, advertising electrical appliances.

A follow-up system was also inau-



The Window Card at Work

gured and has worked smoothly. A weekly visit is made to the Building Inspector's office and information is obtained on all permits granted to erect or alter buildings. Close tab is kept to make sure the building is wired and electric light used. Special attention is paid to see that a building once wired and connected contains a customer, and to help the solicitor in getting in touch with the new tenant the following plan was carried out:

Printed posters are placed in street windows of vacant buildings, advertising that the premises are wired and postcards suitably printed are left in prominent places in the building which the incoming tenant can send to the office, notifying us that he has rented the place. This plan has worked out very satisfactorily, not only as an assistance to the solicitor but as direct advertisements, for they can be read from the street.

Before this plan was put into force a call was made on all real estate men and their co-operation sought, with the result that they give us every aid possible, realizing that the building advertised as being wired will rent much more easily than if it were not fitted for electric conveniences.

Since moving into our new office building final arrangements have not been made as to the situation of all the offices, and for that reason work on the demonstration room has not been started, as it is realized that it should be most conveniently located for the public. In the meantime, however, electric appliances are advertised, and when a customer appears interested the appliance is sent by special agent who explains it and leaves it on trial.



The Flagpole at Hamilton

Here is a Dollar Idea !

G. W. Barlow, Contract Agent, Indiana & Michigan Electric Co., South Bend, Ind.

The Indiana & Michigan Electric Co. of South Bend, Ind., is advertising special rates on "electric light for advertising purposes," incandescent lamps, to burn every day including Sundays from dusk until 11 o'clock p. m.

This embraces window lighting and outline lighting on which a special flat rate of one cent per candle power per week is allowed. Bills must be paid weekly, and if cash is paid on delivery of the bill a 10 per cent discount is allowed.

Tungsten, tantalum, Gem or carbon lamps are furnished to the customer under the contract without charge, and the wiring is done by the Company.

This business is solicited and handled under the name of advertising, and is showing handsome profits.

Here is a Dollar Idea !

Frank Maunsell

In many cities, the streets were formerly lighted by open flame gas lights, mounted on the conventional iron post, and today hundreds of these posts stand idle and rusting on the curb line. The city, if it was a municipal gas plant that used them, or the gas company have practically abandoned the poles rather than go to the expense of tearing them down.

The lamp posts can in most cases be secured by the electric light company at a nominal figure, and may be fitted with an iron goose neck at the top, decorated with bent-iron work or not as preferred and equipped for mounting a Gem or ordinary carbon lamp. The jar from passing trucks would probably make it inadvisable to use tungsten lamps, unless there is no danger of heavy trucking.

These special lamp-posts can be offered to merchants on a special flat rate, and maintained by the company, being turned on and off just as outline lighting is handled. The posts should be erected on the curb line with the goose neck pointed over the sidewalk and towards the store window. They present a good appearance and make a very attractive proposition for the merchant.

What Becomes of



Your Dollar Ideas?

Send them in.

The Los Angeles Emergency Auto

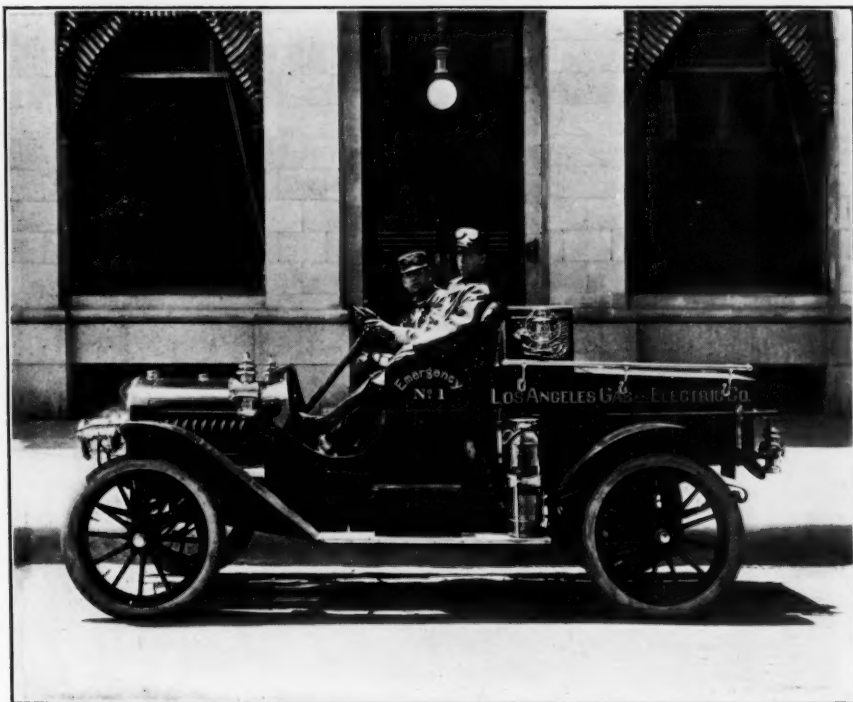
A Breakdown Wagon That Advertises the Company

THE Los Angeles Gas & Electric Co. in June began a regular automobile emergency service, which has not only proved itself a practical aid in protecting the lines and service of the company, but as a proof to the public that the Company is thoroughly up-to-date and active, and does not hesitate to share with its customers the advantages of this special fire protection.

The machine, the first of its kind in America, is a 30 horse-power touring car, of which the tonneau has been removed, and a special compart-

ment built on the rear which carries a load of fire-fighting paraphernalia. The wagon is equipped for day or night service, and is constantly on duty in the rear of the lighting company's main office. Eight men, who have been drilled in the work required of them, comprise the crew, which is divided into two shifts, four for the day and an equal number for the night run.

A special feature is a tank of oxygen. This will be of service in case of a serious accident. Men who are near asphyxiation may be resusci-



The Above Illustration Shows the Car and Crew in Fighting Trim

tated by means of the oxygen tank. This tank is carried on the side of the car and has a small hose attached.

Painted a bright red, the car is strikingly attractive. There is room for one man on the seat beside the driver, two more firemen can ride on the footboard and if necessary two or three others can ride on the box.

On either side of the car is painted the words: "Los Angeles Gas and Electric Company, Emergency No. 1."

The front is like the ordinary passenger automobile. In place of a tonneau, the balance of the car comprises a large oblong body, enclosed like a box, in which is arranged for immediate use the emergency equipment, consisting of picks, shovels, hammers, wrenches, chisels, rubber gloves, electric searchlights, hand saws, screwdrivers, caulking irons, safety helmets, a kit of medicine and bandages for first aid to injured, and, in fact, every tool and appliance that could possibly be needed to meet any emergency that might arise. The car is also equipped with a small chemical fire extinguisher.

Immediately upon communication being received regarding a leak, for instance, the emergency crew is called into action, and by the time the 'phone operator has secured the details regarding the trouble the automobile is cranked and ready for the start. As the machine is equipped with a ten-inch fire gong, and has the

right of way in the street, the same as fire apparatus, the length of time required to reach the consumer is reduced to a minimum. Arriving at the site of trouble, the foreman locates the party telephoning the complaint and ascertains the cause. If it is from leaky fixtures or appliances or defective inside wiring the necessary remedy is quickly applied and the crew return to the station, first ascertaining over the 'phone if any more orders have been received for the emergency crew.

If the trouble is found to be in the street main or service pipe, the driver of the car, who is furnished with a book containing the names of the company's employes, quickly collects additional help from among those residing in the vicinity.

The emergency car responds to all fire calls, a fire alarm bell being in service at the crew's station, and the quick arrival at fires of trained gas and electric men is of great assistance to the fire department of the city in looking after live wires and gas pipes in burning buildings.

Most companies of any size are forced to keep break down wagons in service to take care of trouble but the Los Angeles company has succeeded in making this department a source of publicity and untold service to the city and its customers, as well as a means of greater saving in losses from fire.

The only way to make friends is to get them yourself.

The Pretty Girl in Central Station Advertising

The Commonwealth Edison Co. of Chicago Has Turned
the Picture Post Card to Good Account

WHEN you walk down the street on a bright Sunday morning, there is nothing particularly on your mind to keep your eyes from wandering and you are ready to enjoy what you see. What do you find, is just about the easiest thing to look at, at such a time?

Think it over!
Think it over!
—Ah! Yes—The
Pretty Girl.

Just so! The
Pretty Girl,
Youth and
Beauty, Fluffy
Ruffles and
Bright Colors.
All the world
knows it, and so
the artist draws
pretty girls, the
magazines print them on their covers,
and we are all glad they do.

There is nothing that attracts the attention of both men and women more easily than the pretty girls, consequently sellers of every known commodity from breakfast food to steam boilers have used pictures of pretty girls in their advertisements. Some

of the designs are the product of our best popular artists and others photographs of most attractive maidens gracefully posed, and if these figures

are made to logically support the copy, a strong, forceful, attractive ad in the result.

The American public, however, refuses to accept anything but genuine prettiness, for the simple but sufficient reason that all sections of the country have their own pretty girls in real life and will waste no time or attention on a picture without true artistic merit. Also it

is a mistake to use the pretty girl in any advertising wherein the figure bears no direct relation to the subject of the ad. For instance, to take an illustration from the central station field, if you show a pretty girl sitting beside an attractive portable lamp or in the act of using an electric vibrator, the application of the picture is logi-



cal and conclusive and the picture itself tells the story.

On the grace of the pose and the beauty of the girl herself depends the degree of appeal which the ad will carry. Very little direct return can be expected, on the other hand, from an ad where the pretty girl is used in conjunction with a claim, say, that central station power service is superior to that of the isolated plant because there are no breakdowns, no ashes to haul, no engine or boiler troubles, etc. It does not apply in such a case, and the average man subconsciously resents the pretty girl being dragged into this purely extraneous proposition.

Just so, the pretty girl has been used in an ad. in the electrical trade journals in connection with a certain lubricating oil. The reader glances at the girl, notes the text, is impressed with the fact that it is a fool way to advertise an oil and passes on. The result is—mild adverse publicity.

The accompanying photographs have recently been used by the Commonwealth Edison Company of Chicago in their campaign for heating appliances and fans. They are made up in very attractive form as photo-post cards, and each card of the series bears a few lines written in a feminine hand purporting to be a personal message from a girl friend. The text, which we print in the same order in which the photos appear, is as follows:

Has Dorothy told you about our Electric flatiron. It is the "best ever," and I don't mind ironing at all now. It stays hot and saves a lot of unnecessary steps. It's not expensive either. The Commonwealth Edison Company will send you one if you call them up.

Mildred.

Bess is in love with the Electric "Chaf-cr" that Bert had the Commonwealth Edison Company send her for her birthday,

and we both resolved that cooking by Electricity is ideal. Think of cooking on a "Chaf-cr" that uses no alcohol and has neither fire nor flame! I must have one as soon as our house is wired.

Nell.

I stopped in at Genevieve's after the theatre and she made us a cup of delicious hot coffee in her Electric Percolator. She just bought it from the Commonwealth Edison Company. Jack made our photo—do you like it? Genevieve does a lot of things by Electricity now. I call her the Electric Cook.

Grace.

Hope you will enjoy your vacation. I manage to keep perfectly comfortable at home with my Electric Fan. The Commonwealth Edison Company delivered it yesterday. I used it to dry my hair this morning. The sun was not shining and the fan did it perfectly fine.

Lillian.

Our house was wired for Electric Light while we were at the lake, and we like it immensely. Father says the Commonwealth Edison Company did it at cost. Why don't you have your house wired? They give you two years to pay it in. Jack made me a present of this little lamp— isn't it a beauty?

Dorothy.

Here I am making toast on the dining table by Electricity—think of it! This little toaster is one of the most useful devices the Commonwealth Edison Company has. It attaches to the electric fixture and heats instantly. Hope you are well.

Nan.

Right now, the post-card craze is at its height and well-nigh every block has its post-card shop with cards of every conceivable sort prominently displayed in the windows. A post-card, therefore, of a purely advertising character cannot hope to attract any great amount of attention save by the very strength of its artistic merit and its practical appeal.

The Chicago postals are certainly well conceived and executed, for the girls themselves are pretty, attractively gowned and gracefully and naturally posed, and the application is logical and convincing. No one can possibly question the fact that the fan or the toaster or the "chaf-cr" are real conveniences, nor that the girls are thoroughly enjoying their



of photography in Central Station advertising:

"Art is no more valuable in the advertising of other lines of merchandise than it is in the advertising of electrical wares, and there are no goods more susceptible to higher grade advertising than those devices employing electricity. Not only is the work of the leading artists, lithographers and engravers now employed, but great advancement along these lines has recently been made in high art photography. But if you have never had any experience in

use. Also the pictures on these cards are well supported by their accompanying messages which, besides being to all appearances written by the maiden herself, are expressed in a bright girlish manner. Owing to the fact that but one card was mailed to any single prospect, the use of the same model under more than one name is hardly a point of weakness.

Mr. D. H. Howard, Advertising Manager of the Commonwealth Edison Co., who worked up this series, says, in speaking of the use



the making of photographic poses for advertising purposes, you do not know how difficult it is to obtain results which shall be thoroughly satisfactory from all view points.

"A man may secure the services of, in his opinion, the most beautiful woman in the world and feel assured that it only remains to pose her nicely with a chafing dish, flat iron, fan, or other electrical device, to secure perfect results. When you see the photographer's proofs you may wonder how in the world, with such a fine subject and other beautiful surroundings, it was possible to obtain such unsatisfactory pictures.

"A great deal depends upon the model in photographic art. No matter how beautiful she may be, she must be naturally graceful, and understand the art of posing; she must be able to assume the desired

expression with enthusiasm and smile not with the lips alone. Some models, although personally most attractive, are disastrous failures when it comes to posing for special advertising where it is necessary that the picture should support the copy with spirit.

"The artist, with brush and pencil, can easily correct little defects in a drawing until it suits him absolutely. Not so in photography. If your negative does not turn out well the first time, your only recourse is to do the



whole thing over again, and it may require days of concentrated effort before you get results that are satisfactory. With the many obstacles overcome, however, there is nothing so beautiful and so effective as a well-executed photograph, for use in artistic advertising. The prospective customer knows that the camera permits of no decep-

tion, and a photograph is incomparable as a means of representing articles in actual use in a natural manner.

"This series of photo-post cards was recently posed by the writer with the aid of an expert photographer and I will not mention how many plates were spoiled before these pictures were finally obtained and accepted. The photographs were first made on 8 x 10 negatives and then reduced to the size of a post card. Quantities of the cards were printed by a patented photographic process, and the reproduction of a message ostensibly from a feminine acquaintance of the person to whom the card was addressed was added.

"When complete, these cards were addressed in a woman's handwriting and mailed to residence lighting cus-

tomers, no two of the cards being sent to the same address, and care being taken to see that the cards were addressed to the housewife, and not to the man of the house, which we

have found, by previous experience, is liable to "start something," as the saying is. Considerable labor is entailed in getting up such a series of post cards, but the results, we feel, are quite satisfactory. If you can secure the co-operation of a store carrying a good-sized stock of furniture, draperies, millinery and gowns, so that you can draw upon them for "properties,"

there is unquestionably no type of artistic illustration which can rival the photograph as a medium for advertising the merits of the modern conveniences of electricity in the home."



*The Great Man is one who Marches in Life's Procession, yet
Sits in the Grandstand, and Sees Himself Go By.*

—Elbert Hubbard.



DOLLAR IDEAS

The country is full of perfectly good ideas—ideas that blossom for a day in some obscure corner and then die. They are like hoarded money—no good to the man who has 'em or to anybody else.

We have decided to put such ideas to work—get 'em into circulation.

This is our Threat ! :

We will pay you One Dollar in Real Money, (if you are a subscriber to SELLING ELECTRICITY or give you a year's subscription if you are not yet on the Band Wagon) for each and every honest Brain Throb that you send us.

Provided:—

That it deals with the Central Station Commercial Problem:

That it is in your opinion a "good hunch":

That it is probably something which has not occurred to the rest of us:

That you have had sufficient confidence in it to try it out yourself:

That it is reasonably young and healthy.

We ask this question: Why should you refuse to let the world have your second-hand brain throbs when you can cash them in at one plunk each.

Don't try to answer. Turn your energy to grinding out a Dollar Idea, and send it in.

Some minds evolve many Dollar Ideas, some one, some none. We all can't do the same work in the same way.

If you yourself have turned some trick where you know a certain line of argument won, and a wrong move would have lost, perhaps it is a Dollar Idea.



This is What We Want You to Do



On pages 16, 32 and 36 you will find real Dollar Ideas evolved by men who think and know.

Every one of these Ideas is worthy of your earnest consideration, if you are interested in the sale of electric current.

The men who sent them in are not airy dreamers, not apostles of ingenuity. They are earning their three hearty meals per diem selling light and power. Their ideas are perforce practical, since they are working for, and winning success.

The world is full of ingenious schemes, spectacular, refreshing in their originality, but utterly worthless in this world where work wins and the glitter of the idle and unused soon dims and dies away.

Every man who works with his head finds some things which others miss. Every man cannot be a creative genius, but no man need neglect the opportunity to profit by the genius of his confreres. Therefore no able man disdains the wisdom of another, simply because it is not the product of his own mind.

And work-a-day wisdom is made up of little things founded on ideas that save time and labor, that spread light in dark places.

Every business has its Dollar Ideas, the Central Station no less than another, and every man who applies the genius of those men in his field who create, to his own days works, need be no less than they in accomplishment.



We want you to send in your Dollar Ideas, that they may be put to work.

Think it over. They are hidden away. Why?

Convention of Illuminating Engineering Society

The Illuminating Engineering society has issued, under date of July 20th, a circular announcing the details of the program, etc., of its 2nd Annual Convention.

This Convention will be held on

Monday and Tuesday, October 5 and 6, at the Hotel Walton, Broad and Locust Streets, Philadelphia. Sessions will be held in the large auditorium on the top of the hotel.

The program of the papers follows:

PRESIDENT'S ADDRESS.....	Dr. Louis Bell
ARCHITECTURE AND ILLUMINATION.....	By Mr. Emil G. Perrot, Philadelphia
MODERN GAS LIGHTING CONVENIENCES.....	By Mr. T. J. Little, Jr., Philadelphia
RAILWAY CAR LIGHTING.....	By Mr. H. M. Davies, Philadelphia
RELATION BETWEEN CANDLE POWER, VOLTAGE AND WATTS OF DIFFERENT TYPES OF INCANDESCENT LAMPS.....	By Dr. F. E. Cady, Washington, D. C.
ILLUMINATING VALUE OF PETROLEUM OIL.....	By Dr. A. H. Elliott, New York
STRUCTURAL DIFFICULTIES IN INSTALLATION WORK.....	By Mr. J. R. Strong, New York
STREET LIGHTING FIXTURES, GAS AND ELECTRIC....	By Mr. H. Thurston Owens, New York
OIL BURNERS.....	By Mr. W. T. Sterling, New York
DESIGN OF THE ILLUMINATION OF THE NEW YORK CITY CARNEGIE LIBRARIES.....	By Mr. L. B. Marks, New York
INTENSITY OF NATURAL ILLUMINATION THROUGHOUT THE DAY.....	By Mr. L. J. Lewinson, New York
CALCULATION OF ILLUMINATION BY FLUX OF LIGHT METHOD.....	By Messrs. J. R. Cravath, Chicago, and V. R. Lansingh, New York
SPECIFIC INTENSITY OF LIGHTING SOURCES.....	By Mr. J. E. Woodwell, Washington
DESIGN OF REFLECTORS FOR UNIFORM ILLUMINATION....	By Mr. A. A. Wohlauser, New York
THE IVES COLORIMETER IN ILLUMINATING ENGINEERING.....	By Dr. H. E. Ives, Washington, D. C.
INTERNATIONAL UNIT OF LIGHT.....	By Dr. E. P. Hyde, Washington, D. C.
SOME EXPERIMENTS ON REFLECTIONS FROM WALLS, CEILING AND FLOORS.....	Messrs. V. R. Lansingh and T. W. Rolph, New York

It is announced that one or two of these papers and the authors thereof may be changed, but the Committee on Papers hopes to provide the program indicated.

The list of papers given makes a very attractive program, covering a wide range of subjects and comprising much original work. It is the present plan of the Convention Committee to send to each member of the Society, who indicates his positive intention to attend the convention, advance copies of the papers. The plan will then be to read the papers in abstract or by title, and to devote almost the entire time of the conven-

tion meetings to discussion.

Ample provision will be made for the entertainment of the ladies of the members' families who attend the convention. The week of October 5 has been set aside by the municipal authorities of Philadelphia as a week of celebration in honor of the founding of the city, two hundred and twenty-five years ago, and many interesting ceremonies will take place, such as Military and Naval Parades.

The Convention Committee solicits the co-operation of members in making this Convention a success. The excellent program should attract a large attendance.

A Newspaper Campaign on Electric Flat Irons

In Tacoma, Washington, an Evening Newspaper puts 5,000
Irons on the Municipal Plant's Lines,
Without Assistance

IN this busy season when central station men the country over are striving in every way to promote popular interest in and demand for electric heating appliances, it is hard to realize how any outside agency, without assistance or co-operation on the part of the lighting company,

able to equal these figures, will scarcely believe that a newspaper could deliver to any company such a respectable off-peak heating load, purely as a bi-product of its own enterprise.

The City of Tacoma, Washington, has a population of 100,000, and is a

Some Women Still Stick

To the Old Fashioned Irons

The Ones You Have to Heat On the Stove

Did you ever try ironing with an Electric Iron? Maybe you have used your neighbor's? If you know a woman who has an Electric Iron, ask her opinion of it.

The News Premium Electric Iron Will Save You More Trouble, Time, Worry and Labor Than Any Other Article You Have in the House

The iron is always hot, you don't have to keep running back and forth to the stove to get hot irons—simply remove the electric light (works on any current), wait about three minutes for the iron to heat and you can then iron all day or a week for that matter, without stopping. The News Premium Electric Iron is the best made. It is made by the Pacific Electric Company, Los Angeles. They are the regular six pound irons, beautifully made and finished, has detachable plug (this is very convenient) and is so constructed that it concentrates the heat near the point, just where it is most needed. Experience has proven that it is.

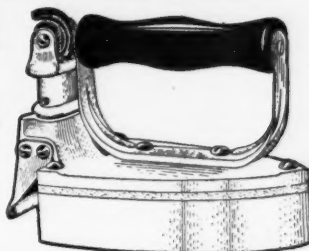
Less Expensive to Operate

Tests by electricians show that the cost of operation of an electric iron is 50 per cent cheaper than by any other fuel. We want one of these Premium Irons in every house in Tacoma where electricity is used. We have plenty of them and can fill all orders at once.

This Is Our Offer

If you will agree to subscribe for the News for 66 weeks, paying 15c per week for this time, and \$1.00 on delivery of the iron, you may have one at once. This offer is not for new subscribers alone, old subscribers can take advantage of this offer. If you can't come to the office now fill in the coupon below and mail it to us and one will be held for you. Please state whether you are a new or old subscriber.

If you are down town come to the News Circulation Department, in the Peckins Building, or ring Main 5819 and ask for the Circulation Department, and full particulars will be told you.



DAILY NEWS PUBLISHING CO.

In consideration of your furnishing me with one Pacific Electric Premium Iron, I hereby subscribe to the TACOMA NEWS for a period of 66 weeks, to be delivered to me by carrier, for which I agree to pay \$1.00 on delivery of Electric Iron and 15 cents per week for that length of time, commencing

Tacoma, 190

Signature

Address

Business Address

Tacoma, 190

Received of the Daily News Publishing Co., one Pacific Electric Iron.

Name

Address

The Ad That Sold the Irons

could build up any considerable amount of electric iron business. Yet here is a case where the electric light people having made no effort to introduce the electric flat iron, the local newspaper has carried on a whirlwind campaign and placed over five thousand on circuit. Managers who with all their knowledge of the electric heating proposition, have been un-

live, hustling, wide-awake western business city. The electric lighting situation, however, is in the hands of a municipal plant, which, to quote the editor of the *Tacoma Daily News*, "does not appear to go to any trouble to sell current for any purpose and about all they care for is to collect what is due from their customers."

The *Daily News* is an evening paper

in its twenty-fourth year, and the leading organ of the city. About two years ago, the management decided to make a strong campaign for circulation and to offer an electric iron as a premium. The electric iron was chosen because they considered it a practical household article that every woman would want.

A six pound iron was offered to all subscribers who signed for a period of 45 weeks, at the rate of 15 cents per week; two dollars on account of which was to be paid on the delivery of the iron.

secured it is estimated that about 1,500 were new subscribers.

Ten days were allowed as a free trial in each case and if the customer was not satisfied the two-dollar deposit was returned. There were comparatively very few instances, however, where the iron was not retained.

This advertising and canvassing was kept up steadily month after month, and gave ample proof that consistent effort in pushing the electric iron is sure of success. The *Tacoma News* has sold five times as many

DAILY NEWS PUBLISHING CO.		Tacoma, 190..
In consideration of your furnishing me with one Pacific Electric Iron, I hereby subscribe to the TACOMA NEWS for a period of 45 weeks, to be delivered to me by carrier, for which I agree to pay \$2.00 on delivery of Electric Iron and 15 cents per week for that length of time, commencing		
. 190..		
<i>It is understood that the premium is to remain the property of the Daily News Publishing Co., until this contract has been fulfilled when the premium becomes my property</i>		
Signature		
Address		
Canvasser.	Business Address	
		Tacoma, 190..
Received of the DAILY NEWS PUBLISHING Co., one Pacific Electric Iron.		
Name		
Cash \$	Address	

The Contract Form Employed By the News

Two and three column ads., from a quarter to a full page in length, were run in the paper. These ads. showed a cut of the iron, explained the nature of the premium offer, quoted the cost of using the iron, at five cents an hour for current consumed, describing the apparatus in detail, and giving strong forcible arguments in favor of ironing by electricity. At the same time canvassers were put on the street, demonstrating the irons in the houses of the people and taking orders for subscriptions to the *News*. Old subscribers were allowed to take the irons on the same terms as new ones, but out of the five thousand subscriptions

irons in the last two years as the hardware and department store combined. Also, the editor says that he could have disposed of a great many more irons if he had received some sort of co-operation from the lighting plant.

Why can't this scheme be adopted in any city? In light of the success attending the efforts of the Tacoma newspaper, there seems to be no reason why the lighting company and the leading paper in any city, may not combine on some equitable basis to offer the electric iron as a circulation premium, and share expense of the campaign.



Mr. Solicitor, Are You in Line?

BY EARL E. WHITEHORNE

ELBERT HUBBARD, one day, feeling himself particularly young and useful, wrote an article full of advice for young men. In it he said this:

"If the concern where you are employed is all wrong, and the Old Man a curmudgeon, it may be well for you to go to the Old Man and confidentially, quietly, and kindly tell him that he is a curmudgeon. Explain to him that that his policy is absurd and preposterous. Then show him how to reform his ways, and you might offer to take charge of the concern and cleanse it of its secret faults. Do this, or if for any reason you should prefer not, then take your choice of these: Get Out, or Get in Line. You have got to do one or the other—now make your choice. If you work for a man, in heaven's name work for him."

Now turn this around and look at it the other way. It does not make any difference who pays his salary, a man is working for himself. His employer's business is his business, his employer's interests are his interests, and since so long as he works he is always going to be some sort of a wheel, big or little, in the business machine, it all depends on his own efforts, his own mental attitude as to how great a part he plays.

So boil it down to this: If you work, young man, get in line with your future, and in heaven's name, work!

This word *work* in the abstract may mean anything from a job picking blossoms from century plants to the undeniably active occupation of

a deck-hand on a submarine, which is certainly exciting while it lasts. But it is all a matter of personal conception, and the man who really works is he who puts himself in line with his future and works with all that he has.

It is said that there is always one particular thing that every man can do better than all else, and that he should therefore make this his life work. Has it ever occurred to you that the one thing in which a man may excel is usually that work to which he has applied himself with the most careful patience?

It is mainly a matter of mental attitude. The nervous woman who has lived for years in the enjoyment of her miseries, when she falls to Christian Science, gets so thoroughly wrapped up in the gentle art of fool-



ing herself with the idea that naught is pain and all is love, that she loses all control over her symptoms and is well before she knows it. Just so, the man who succeeds in business is the man who gets in line with his future and works, disregarding all but the goal.

"But how do I jump in behind this future?" you ask.

You don't. It is a gradual process, it is a test and it takes a little time. When a man gets through school or college and goes into business he begins to learn some very interesting things. He has probably won a few medals and done a few stunts that knocked chunks out of law and order, and it has been generally concluded that he was among those present. Consequently he has fully decided to "do things" when he gets to work and expects to burst into the world of business with a noise like the explosion of a thought factory on a still morning.

But somehow it doesn't work out that way. He finds the office running along in spite of his presence, as soft and easy and natural as Cousin Bill Bryan on the stump. And he begins to realize that the reason the little freckled, pug-nosed, office boy can sail circles round him in his work and show him things a babe in arms should know, is because the said freckled kid has been working at it, and knows from experience; and that it is work and experience that does the trick, and not theory nor good looks, nor winning ways; that though your scheme may be O. K., the old one is working now, which is something in its favor; that even if you have done a thing a hundred

times and each time right, if you don't continue to take it seriously and watch it, you will slip up; and that the only way to get anywhere is to go, and the only way to accomplish anything is to do it.

Every man who has worked and won understands these things: how the pendulum swings from over-confidence to keen discouragement; back to renewed hopes and over again to disappointment, less acute but just as real; and back and forth and back and forth till each man gains the road that leads straight in line. For if we are going to ride home on the band



wagon, we have got to be on the spot and swing aboard before she goes by. They don't ring any bell, and they don't blow any horn, and she doesn't kick up much dust, this band wagon, and you don't hear her rattle very far ahead, and right there is where so many of us fall down. We are not willing to wait and still believe that the old stage is coming our way.

Mr. Solicitor, right now you find your work seriously affected by the heat of the dog days and the vacation season. You are not as rushed as you were in the spring, as you will be in the fall, you can find considerable time that may be devoted to other lines of endeavor.

Do you realize that this is an op-

portunity to get in line, and make that line shorter and more straight? Have you studied this Central Station Commercial proposition and mastered it, or are you satisfied in that you know more about it than the general public, and so can manage to get away with it? The man who relies for reputation on his ability to explain a kilowatt hour and apply the water pipe simile in defining the volt, ampere and watt will periodically be treed by the "man who knows."

Do you have these experiences, Mr. Solicitor?

Are you able to talk power with a man who owns and runs a power plant? Can you indicate his engine? Can you reckon the horse-power correctly in figuring on group drive?

Can you handle an illuminating problem as illumination, or do you simply strgggle to land a contract for so many equivalents?

Most any man of average ability and little experience can sign up a customer for lighting a small store, or can interest the small printer in individual press motors; but when the opportunity comes to engineer a

good big power installation or to figure the illumination of a large building, where the owner is willing to consider electricity in competition with gas, then the solicitor must have knowledge, facts, experience to carry him through and win.

No library of data will suffice if the man himself lacks the common sense to apply it and discrimination and courage; but when the prospective customer asks "why" or "how do you know," to stagger, and crawl and make a noise is to throw down opportunity and sow the seeds of prejudice.

So take these vacation days, Mr. Solicitor, and put in all the time you can on a still hunt for facts, for knowledge, for answers to those baffling questions.

There is a future in the Central Station world for you, but you will have to climb to it, Mr. Solicitor, you will have to get in line, and keep the line straight.

Again, the only way to get anywhere is to go, the only way to accomplish anything is to do it. If you work, young man, get in line with your future, and, in heaven's name, work!





Here is a Dollar Idea !

An Article in the Electrical World, Suggests the Following :

In the centre of the lighting company's window partition off a section, constructing a separate "Model Show-window" making it complete in every particular, with arrangements for banking, and such mirrors, etc., as may be desirable. Let the illumination be the most pleasing and efficient that can be devised.

Then go to such merchants as you may wish to interest and offer the use of this "Model Window" for the display of their goods for the period of, say, the last three days of each week, without charge. The window will be enclosed and padlocked and one key may be delivered to the merchant in possession and one retained by the office manager. This will secure the merchant against risk and permit of the demonstration of valuable goods.

All assistance should be given in the arrangement of the display so that it may have the greatest possible advertising value, and a suitable card may be posted on the window or set among the goods explaining the nature of the demonstration and giving proper credit to the merchant.

Lastly some cash prize may be offered to the man whose display is the most attractive and the most practical. This could be determined by a committee composed of disinterested merchants or other representative citizens.

These displays should be advertised extensively in the local press and every effort exerted to make them profitable for the merchants who participate.

Monday, Tuesday and Wednesday of each week, the lighting company should display its own goods. Heating appliances, small motors, portables, lamps, etc., and in this way there will be a quick succession of change in the window, sustaining public interest. In order that the company may not run out of material for its own display, it would be well to confine each demonstration to a single line—that is, one week, irons, etc., another week, portables, another, lamps of various sorts, etc., and each time there should be plenty of descriptive cards stating price, consumption cost, etc.

Above all there must be enthusiasm on the part of the company, and as much publicity for the merchants themselves as can be created. If possible the local press should be interested and their support secured.

Local conditions will of course govern the details of the scheme but unquestionably in large towns and small cities a very wholesome interest can be aroused in window illumination in this way.

Tungsten Lamps From the Solicitor's Standpoint

IT is often of interest and considerable value to have the views of the man on the street, and know just what the solicitor himself thinks on matters of policy, etc. Being constantly in touch with the consumer he is, of course, somewhat inclined toward an overindulgence of the public, and to counsel conciliation occasionally when such a course would lead to dangerous complications. On the whole, however his opinion as regards the company's relations with its customers can be taken as sound and worthy of all consideration and as representative of the personal feeling of the current consuming public.

Mr. F. A. Wegner of the Edison Electric Illuminating Company of Brooklyn has written us a letter in regard to the tungsten lamp proposition and how he thinks it should be viewed by the lighting company.

"No Public Service Corporation can afford to take any other stand but that of helpfulness toward its patrons," writes Mr. Wegner, "and that this always results in mutual benefits and in time redounds to the greater credit and financial gain of the company is proven by the experience of many successful central stations who have held to such a policy."

The company he believes makes a mistake in not endeavoring to anticipate the popularity of current consuming devices of every character, and improvements made from time to time in lamps, and forestalling the demand by bringing the matter to the

attention of the public direct and taking advantage of the favorable impression that such action is bound to create. Experience clearly shows that in every case the introduction of various improvements in lamp efficiency has resulted in gains to the company in new business more than in proportion to the cut in revenue per lamp. For not only do the advantages of increased efficiency tend to popularize the use of electricity through the reduction of price, but the increase in the volume of output results in a broadening of the peak and makes for a greater economy in production.

Mr. Wegner holds that the secret of success in introducing the high efficiency lamp or any other device which will materially reduce the cost of the service to the consumer, is to do it in such a manner that not only will there be new business to take its place, but this new business will be largely drawn from connected customers, so that the additional line investment may be held down to the lowest point. "Thus it will be clear," he says, "that what is mainly required is not to let the customers rush into buying these new lamps too suddenly, but easily and gradually get them into line, so that selling campaigns can be introduced side by side with the tungsten lamps.

"Any company's greatest asset is always its present customers (these are the revenue producers), therefore, the most broad gauged and liberal policy that it is possible to carry

out should be in effect—for them.

"As it is conceded by those who have studied the matter, that tungsten lamps are to be the illuminating medium of the present and immediate future (until replaced by something better) it behooves all companies to look well—not only ahead to what is coming—but for a moment take a backward glance and see what mediums preceded tungsten. Then note carefully how each new and better type helped the companies.

"Present customers will in time by the very pressure of demand on the companies force them to introduce these new lamps. Now then, the companies should not only most promptly meet this condition—but better still—prevent this state of affairs arising at all, by being a little forehanded, and the first to introduce (on terms best for the company and consumer) the higher candle power tungsten lamps with their attendant low wattage.

"By doing this the companies will be able to take to themselves credit for being liberal and fair and the benefit accruing from an actual voluntary concession will be proven in the prompt gain of direct increase in other directions.

"Illuminating companies should furnish tungsten lamps *as soon* as they are thoroughly commercially practical, on such a basis of renewal (not free) as will assure a fair proposition to the customer and one of guaranteed return to the company in revenue and interest incidental to the larger investment outlay necessary in carrying these more expensive lamps.

"Present customers are now purchasing tungsten lamps in lots of

from 2 to 100 and more, paying for them from \$1.50 to \$4 each. When the public will take the unsupported word of an interested vendor of these lamps, why not create more confidence in the lamp by having them come from the company who should regulate the output, size of the lamps and the conditions under which they are used. The company can well afford to give its endorsement even though it does not guarantee the lamp and back this up with such facts and means as the situation warrants.

"Present customers are buying tungsten lamps now and will continue to do so in increasing numbers and in larger orders. Nothing can stop the best illuminant for the purpose intended, being used—regardless of what that medium is—whether tungsten, flaming arc, magnetite or the cold vapor lamp such as the Moore or Cooper-Hewitt.

"And of course companies will not try to prevent the use of anything that consumes current—no matter how little each unit uses. It is only the aggregate amount—the final and concrete result that they are interested in.

"Tungsten lamps will make good in a tremendously big way and the operating companies know it. It is to the financial advantage of all illuminating companies to get behind the best (*not greatest*) current consumers and popularize them by advertising their merits in every way they can and the tungsten lamp will be found to make friends for the companies, when used by present customers.

"In other words, Boost the tungsten and Boost hard—but by all means get in early and Boost first."

Who Does The Salesman Try To See?

A Word To Advertisers

A SALESMAN walks into the office of a man whom he knows to be in the market for his line. He has a special proposition all worked out for him, for the prospective order is a big one, and he feels every confidence in the world that he will reach his man and turn the trick. A college bred office boy holds him up and wants full details of his business. Does he tell him? Hardly! What good would it do? The Old Man is handling this job and he knows it. Why should he go into particulars with a subordinate who can do no more than lay it before his employer, after which he himself must cover the same ground personally.

Why must salesmen forever be held up by these human buffers who guard the man who spends the money? Yet there is this continual struggle for access to the right man and so long as there are false values on the market he will be guarded by underlings whose job it is to turn away the undeserving.

This is no more true of the human salesman than of the advertisement, for just as careful discrimination is required, just as straightforward merit-based methods must be used, in presenting a proposition in the advertising pages of a trade journal as man to man. You must be sure first of all that you reach your man, and in the right company, then that you will find him in the proper frame of mind.

No salesman cares to approach a prospective buyer, when he is engrossed in other matters and will give but scant attention and consideration. Therefore the aim of the advertiser should be in equal measure, to use a medium in direct harmony with his proposition.

SELLING ELECTRICITY is devoted specifically to the commercial phase of the electric lighting industry. It is read only by men who are absorbed in the problem of selling current. When such a man reads this magazine, his mind is on his load curve and all that concerns the building up of new business has his active interest.

For the manufacturer of current consuming devices and all those electrical accessories which are of direct interest to the Central Station customer, there is no more direct route to "the man you want to see" than the pages of SELLING ELECTRICITY. Your ad will reach the manager of the electric light company at a time when his mind is in harmony and your proposition will make the strongest appeal.

Here is a Dollar Idea!

James L. Wiltse, Contract Department, Edison Electric Illuminating Co., Brooklyn

The following system of handling prospective business we find a great convenience to the agent and a means of reducing the clerical work in the office.

Each solicitor is supplied with a loose leaf leather binder with special sheets for recording inquiries and the various data incident to following up and closing the business.

Inquiries received by mail, telephone, etc., are noted on duplicate "lead memos" in the office, and one copy is turned over to the agent in whose territory the prospect is located. Inquiries secured by solicitors in direct canvassing are noted on "lead memos" in like manner and one copy forwarded to the office.

In this way each solicitor has in his data book a sheet covering each live prospect in his territory, and proper blank space, etc., is provided for entering on the record all subsequent data. At the same time duplicates of all leads are kept on file in the office and followed up from time to time.

The solicitor arranges his sheets in his book geographically, and turns the book into the office periodically for inspection. No daily report is required from the agent covering his daily calls, full data on each prospect being shown on the "lead memo" when the prospect is closed and the sheet turned in.

We find this system most successful and a great convenience to the solicitor and the office.

Here is a Dollar Idea!

The San Joaquin Canal & Irrigation Co.

The San Joaquin Canal & Irrigation Co. were desirous of advertising the electric flat-iron effectively but without any great expense.

They selected two dressmakers, drawing their patrons from among electric light consumers and wired their establishments installing electric irons at cost. Current was furnished free of charge, in return for which the modistes agreed to use every effort to promote the electric flat-iron.

This was done conscientiously with the result that in five months two hundred irons were sold and ten new lighting customers were secured directly attributable to this agency.

What Becomes of



Your Dollar Ideas?

Send them in!

News and Reviews

Items of Interest to Commercial Men

A Yankee on the Job.

A member of the New York Maritime Exchange is authority for the statement that a town on the coast of Guatemala is being supplied with electrical service from the abandoned wreck of a German steamer. The steamer was wrecked some time ago off the shore of Ocos, a small town on the west coast, and while the hull has settled deeply in the sand, the dynamo and a boiler (presumably the "donkey" boiler) are not submerged and are in good condition. A Guatemalan engineer rigged up a line to the shore, put the electrical generating machinery in operating condition, and is now stated to be supplying the town with electric light.—*Electrical World*.

Vermont Convention.

The seventh annual convention of the Vermont Electrical Association will be held at Bennington September 16 and 17. President E. E. Larrabee, manager of the Bennington Electric Co., has been very active in his preparations and promises an exceptionally strong program. The first day will be given over to the business meetings; the second to executive sessions and pleasure, the chief feature of the latter being a clambake in the hills.

American District Steam Co. Fire.

The casting mill and foundry of the American District Steam Company, which is located at Tonawanda, N. Y., was partially destroyed by fire on July 24th.

The loss was fully covered by insurance and plans are already under way for rebuilding the burned portion on an enlarged scale. The new building will be as nearly fireproof as modern construction can make it.

In response to a letter asking for information on the subject of the fire, Mr. Robert Hall, treasurer of this company, informs us that the fire will in no way interfere with their usual prompt and efficient service.

Cleaning Tungsten Lamps and Reflectors.

Electric-lighting companies and users of tungsten lamp installations may be interested in some directions recently prepared by an illuminating engineer for the cleansing, care and maintenance of an installation of tungsten lamps in prismatic bowl reflectors in a large store:

It has been shown that in a large city where soft coal is used incandescent lamps and Holophane reflectors will lose from 10 to 35 per cent. in efficiency within a period of six weeks by the accumulation of dust and dirt on the lamps and reflectors. The average loss in that period is probably between 20 and 25 per cent. It is, therefore, a paying proposition for any store to establish a regular system of cleaning for lamps and reflectors; not only in order to have the glassware present a clean, brilliant appearance, but to secure proper illuminating results for the money expended in electrical energy.

As the tungsten lamp filament is very fragile and becomes more brittle with age, a special system of cleaning is necessary, and the following procedure was recommended: The lamp cleaner, for ordinary routine cleaning, should provide himself with a pail of strong soapsuds and water, a small scrubbing brush 4 in. or 5 in. long with stiff bristles, such as is used for cleaning vegetables in the kitchen, and several rags for washing and wiping. To provide against breakage, the lamps and reflectors should be cleaned while the lamps are burning, as the filaments are then soft and plastic instead of being brittle as they are when the lamps are cold. The cleaner should first turn on the lamp which he is to clean. It would also be well for him to be provided with a pair of dark glasses, as continued working with lighted tungsten lamps is likely to result in injury to the eyes. He should first carefully wash the lamp bulb and the inside of the reflector with a rag wrung fairly dry, and this should be followed with wiping. The cleaning of the outside of the reflector can

be done either with a dry or damp brush, brushing lengthwise of the prisms or creases. Ordinary wiping with a cloth will do no good on prismatic reflectors because the cloth will not get to the bottom of the prisms. This cleaning should take place about once a month.

A stock or four or five extra reflectors, thoroughly cleaned by scrubbing in a pail of soap and water, should be kept on hand in the storeroom, along with the extra lamps. Whenever a tungsten lamp burns out a clean reflector should be placed on the fixture at the same time that the lamp is renewed, and the reflector formerly on the fixture taken down, thoroughly cleaned and placed in the storeroom. In this way each reflector will receive thorough cleaning when the lamp is renewed and there will be no necessity of running the risk of breakage of lamps by taking lamps and reflectors off of the fixtures before the lamp is burned out.

Clever Publicity.

It would do the Publicity Manager of any lighting company good to be placed on the editorial mailing list of the Crocker-Wheeler Company. This company, like all the larger manufacturers, maintains a Publicity Department, the work of which includes sending to the editors of trade and other papers news items regarding the company's activities. But unlike the ordinary Publicity Department, that of the Crocker-Wheeler Company does not restrict itself to dry trade notices, as the following example shows:

To the Editor,

Dear Sir:—

The island now known as Manhattan has had at various times 46 different names applied to it, ranging from Manetto and Manath to Munhaddons. The town of Ampere, N. J., is often called out of its name in spite of the natural simplicity of the word. Ampere is named after the celebrated French scientist, whose name is also used throughout the world as the unit of electrical current. Letters addressed to Ampere (which, by the way, is the only place in existence so named), have borne the following words: Amfere, Amphion, Amperre, Ampore, Ampee, Amperr, Ampre, Ampire, Ampier, Ampiere, Ampsere, Ampero, Ampere, Ampen, Ambere, Amerer, Ampeal, Ampeare, Ampere, Amphe, Amphen, Am-

picre, Auspere, Ampeere, Ampers, Ampere, Ampen, Monpere, Onyiere.

The town was named Ampere by the Crocker-Wheeler Company, manufacturers of electrical machinery. The name of the Company has been variously written as follows: Corcker-Wheeler Company, Crocker-Wheeller Company, Crocker-Wheeler Co., Crocker Water Motor Company, Croaker & Wheeler, Crocker-Wheeling Co., Crocker-Wheelwe Electric Co., Crocker-Wheel Co., Crocker-Wheeler Electric Co., Booker Wheeler Co., Bocker Wheeler Co., Crockett-Wheeler Co., Chrocker-Wheeler Co., Clocker Wheeler, Cricer-Wheeler Co., Rocker-Wheeler Co., Croker & Wilson Gas Engine Co., Croker & Wheeler Co., Croier Wheeler Elec. CO., Crocker-Wheeles Co., Croker Willer Dynamo Co., Croper & Wheeler Co., Croker-Wheeler Co., Croquer-Wheeler Company, Crocker-Wheeler Motor Co., Crocker-Wheeler Company, Wicker & Wheeler, Vrocker Wheeler Co., Wheeler & Crocke, Crocker-Williams Co.

Very truly yours,

CROCKER-WHEELER COMPANY,

RODMAN GILDER,

Publ. Mgr.

The above accomplishes two purposes—it stamps the name of the company indelibly on the reader's mind and establishes its location in a way which few could forget.

Changes in Bureau of Illuminating Engineer.

The Bureau of Illuminating Engineering has recently undergone a reorganizing. Major Zalinski, well-known as the designer of a scientific diffusing reflector, and as a writer on the art and science of illumination, has assumed the presidency of the Bureau, and A. J. Marshall is in active charge as designing engineer.

Mr. Marshall, who recently resigned from the engineering department, Holophane Company, to take up his new work, is among the leaders of the group of young engineers who are reducing the art of illumination to a science. He has designed a considerable number of important lighting machines.

The Bureau has already done much notable work, including: House Office Building, Senate Office Building and State, War and Navy Building, Washington, D. C.; the Hotel Astor, Hotel Buckingham and Y. M. C. A. Building, New York City; the Carnegie Libraries, Brooklyn, and Collum Hall and Cadet Barracks, West Point, N. Y.

Light and Dark Walls.

It is encouraging to note the growing interest of the non-technical press in matters pertaining to illumination and the various household applications of electricity.

The following paragraph appeared editorially in *The Ladies' Home Journal* for July:

"Before we accuse the gas man, the oil man or the electric light company of giving us poor illuminants, as we are all so wont to do, we should look around our rooms and see what is the reflecting power of our walls. The best oil, gas or electricity is powerless to light a room if the color that we have on our walls 'eats it all up,' as the saying goes. For instance, a white wall will reflect 50 per cent of light, whereas a red wall-paper will reflect only 15 per cent. A light buff or yellow will reflect 45 per cent; a dark brown about 12½ per cent. A light apple-green wall-paper will reflect 40 per cent; a dark green will give us 15 per cent reflection. Dark wood trimmings 'eat up' light: white wood reflects it. Velvets, chintzes, burlaps will also 'eat up' light; so will wall-paper, whatever its color, but a tinted-surface wall reflects the light. Wall-paper in patterns is not only one of the greatest of all known absorbers of light, but it also has a bad effect on nerves and eyes. If you want to use wall-paper have it plain: the plainer the better for us mentally and physically: and the smoother the surface the more light it will reflect. The way a room faces must likewise be considered: those rooms fronting north or east require lighter-colored papers or surface tints than do rooms facing south or west into which the sun naturally gets a chance to shine. We all want to get the most light in a room, but when we fail, and we feel the light is poor, we are all too ready to lay the blame on the illuminant, whereas in nine cases out of ten it may be wholly our own fault in a wrong treatment of our walls. If we only gave a little thought to this important matter we should have much better light in our homes, protect our eyesight, save our nerves and tempers, and reduce our lighting bills considerably."

Hot Points.

The Pacific Electric Heating Company is

in the field with a house organ, "Hot Points," the first issue of which is dated July. On the back cover is a blank form which the reader is invited to sign:—

To the Editor of "HOT POINTS,"

I do not think overmuch of the first issue of "Hot Points" but it has possibilities and as we are interested in knowing if you ever reach the point of usefulness, please send it to me regularly.

This is candid and seems about to cover the case.

There is one point in Hot Points that will interest everyone who has to deal with electric heating, that is an insert upon which is burned an impression of a Pacific iron heated to the temperature used in laundry work and allowed to rest on the paper for ten seconds. The result is a good ad. and seems to prove the hot-point contention.

The Electrocraft List of Supplies.

The third edition of the Electrocraft Illustrated List of Approved Electrical Supplies is ready to be issued.

This edition of the list is very complete, having been considerably enlarged and improved, so that it now embraces everything electrical that has been approved by the Underwriters' Laboratories, fully illustrated and described. It also contains the National Electrical Code, illustrated and explained.

The list is sent free on application and prepayment of ten cents postage to actual buyers and persons directly influencing the buying of electrical supplies.

1560 Jovians.

The order of Rejuvenated Sons of Jove continues to grow at a remarkable rate. The 64th Rejuvenation held at New Orleans July 7th saw the membership pass the 1500 mark and ten days later a Rejuvenation at Little Rock, Ark., brought the total to 1560.

Electricity for Fuji Yama.

(From the *Electrical World*.)

The beautiful mountain peak of Japan, Fuji Yama, which is so frequently seen pictured on Japanese screens and fans, is to be modernized by electricity. For the benefit of foreign tourists refreshment houses will be built along the trail to the top and also equipped as telephone and telegraph stations. An electric plant will be installed to illuminate the peak at night.

An Excellent Advertising Scheme.

R. A. MacGregor, Commercial Agent for the C. H. Geist syndicate, has an excellent idea for popular education in matters electric; this being a lecture illustrated with stereopticon slides showing the application and advantages of electricity in all its branches. The lecture will be called "Electricity—In the Home—In the Store—In the Shop—On the Street." It will be extensively advertised by bill boards, hand bills and even by the issuing of engraved invitations, the latter being mailed to merchants, property owners and manufacturers.

In the preparation of this lecture, Mr. MacGregor has the co-operation of a number of manufacturers and central station commercial men, but in order that it may be complete, he requests that anyone interested either in an electrical device or a new or novel application of old devices acquaint him with the facts, as he is anxious to make the lecture very complete.

The advantage of such a lecture is evident. There is a wide interest among the public in the subject of electricity and such an entertainment cannot help but prove of great educational value. It gives the central station an opportunity to present facts and figures little known, and to direct public opinion in proper channels. Mr. MacGregor purposes loaning the stereopticon slides and lecture to other central stations when he has used it in the cities served by the Geist interests.

Any-Position Tungstens.

The Engineering Department of the National Lamp Company has officially announced that it is safe to use the 40 and 60 watt tungsten lamps for angle burning. A great drawback to the popularity of the tungsten lamp for general use has been the necessity of burning it in a perpendicular position. This prevented the use of the lamp in all fixtures where the sockets are set at an angle, and as a very large percentage of the residence type of fixtures are of this pattern, the tungsten lamp has been little used in residence lighting.

The perfection of the any-position lamp

will open up a large field for the lesser candlepowers for use in angle fixtures.

Good Motor Arguments.

Peerless Drives is a monthly issued by the Peerless Electric Company of Warren, Ohio, to advertise its small motors to the user. The midsummer number of this attractive little house organ contains a number of good arguments in favor of individual motor drive—good, not only in thought, but expressed crisply and with good-natured emphasis. Power solicitors should find *Peerless Drives* a great help in converting skeptics to the use of individual motors.

An Electric Moth-Trap.

The Saxony authorities have discovered what would seem to be an excellent way to put an end to the caterpillar plague which is having such a disastrous effect on the local forests. They have discovered a method to catch the brown nun moths that lay the eggs from which the caterpillars come in enormous quantities. They make use of what they call the electric light trap. This consists of two large and powerful reflectors placed over a deep receptacle and powerful exhaust fans. The whole has been erected on top of the municipal electric plant at Zittau. At night two great streams of light are thrown from the reflectors on the wooded mountain sides half a mile distant.

The results have been astonishing. The moths, drawn by the brilliancy, come fluttering in thousands along the broad rays of light. When they get to a certain distance from the reflectors the exhaust fans take up their work and with powerful currents of air swirl them down into the receptacle. On the first night no less than three tons of moths were caught. It has been decided to build another trap on the Rathaus Tower, and the fight with the moths will be continued.

The forests of central Europe have, from time to time, been ravaged by raids of moths from Russia, whose larvæ denude the trees of their foliage. The splendid pines of the Lausitz Mountains are this year threatened with destruction.

A ADVERTISERS
and those who
should advertise in

SELLING ELECTRICITY

Read the article on
page 35, entitled—

*Who Does the Sales-
man Try to See?*



One of our neatest Tungsten cluster designs—and most popular. Write for bulletin No. 287, containing prices and full description of our line.

FEDERAL ELECTRIC COMPANY

Lake and Desplaines Streets,

Chicago, Ill.

**I stand the expense!
I do all the work!
You increase your sign load.**

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All I ask of you is a list of your
sign prospects.

I will sell them direct.

J. L. RUSSELL
AMERICAN ELECTRIC SIGN CO.
41 High St., Boston, Mass.

Boston Renewed Lamps

Are Sold On Trial

Send at Once for Our
Trial Proposition

Boston
Incandescent Lamp Co.
Danvers, Mass.

HOW TO ADVERTISE A RETAIL STORE

BY ALBERT E. EDGAR

TEACHES

How to lay out advertising copy,
How much space to use,
How to design an attractive space-saving name-plate,
What a headline should accomplish,
How to get and use proper illustrations,
How to write your advertising introductory,
How to describe an article so as to make sales,
What style and method of pricing you need,
The preparation of effective, free advertising,
How to find and properly use selling points,
The making of store papers, booklets, leaflets, folders, advertising letters, and mailing cards,
The organization of a follow-up system,
The uses of calendars, blotters, post-cards, advertising novelties, package enclosures, and hand-bills,
Proper methods of window advertising,
Correct outdoor advertising,
Spring, fall and other openings advertising,
Two-hundred-fifty selling helps, guessing and voting contests, drawings, schemes to attract boys and girls, premium schemes,
The sensible advertising of special sales and clearance sales,
The uses of leaders and bargains,
Many novel sales plans,
The promotion of business in a number of specific retail lines—this department alone occupies about 100 pages,
Mail order advertising and general advertising,
Points about type, borders, ornaments, and cuts,
Nearly 20 pages of practical and helpful hints on how to lay out advertising copy,
How to read proof and technical terms.

How this is done is demonstrated by the use of

641 ILLUSTRATIONS AS MODELS

Showing how all these things are accomplished by the highly paid ad managers and the cross-roads storekeepers

Price \$3.50 Postpaid—on a money-back basis

THE OUTING PRESS, DEPOSIT, NEW YORK, U. S. A.

In writing to advertisers, mention "Selling Electricity."



Tea Kettle and Stove

Electric Cooking Combinations

Simplex Combinations are so practical and convenient that they prove the value of electric cooking to the user. Any combination can be made: Sauce Pan and Stove, Tea Kettle and Stove, Blazer and Stove, Double Boiler and Stove, etc. Several different utensils can also be used on the stove interchangeably. In each combination the utensil is separable from the stove so that it can be removed for washing. When in use, a slight turn locks it on in tight contact. This is a unique feature of Simplex construction. All utensils are made of copper double tin lined and nickel plated. Stoves are arranged for one heat or three heats and supplied with 6 feet of cord and a lamp socket plug. Write for the new catalog.

SIMPLEX-ELECTRIC-HEATING-CO

CAMBRIDGE, MASS.

CHICAGO OFFICE:

MONADNOCK BLOCK

ELECTRIC

SUPPLIES
TELEPHONES
NOVELTIES

Catalog of 200 Free. If it's Electric we have it. Big Catalog 4c

OHIO ELECTRIC WORKS, Cleveland, Ohio

The World's Headquarters for Dynamos, Motors, Fans, Toys, Batteries, Belts, Bells, Lamps, Books.

We Undersell All

Want Agents



Central Station Managers and Contract Agents

will do well to consider the future. When starting a sign campaign it is, perhaps, easier to place a number of cheap signs. They look as well as the higher priced ones when first received, but the good looks are not permanent. **Get the best!**

Haller Electric Signs are the best.

HALLER SIGN WORKS
(Inc.)

319-320 Clinton St., South, Chicago, Ills.

\$

\$

We Pay Real
Money For
Dollar Ideas

\$

\$

In writing to advertisers, mention "Selling Electricity."

Face to Face with OPPORTUNITY



Electricity controls more trades, directs more men, offers more opportunities, than any other power that man has yet discovered. A knowledge of electricity makes those opportunities yours. It opens to you new fields, gives you new ideas, keeps you abreast of the times. You can get that knowledge by **home study**, during your spare time, from the

CYCLOPEDIA OF APPLIED ELECTRICITY

NEW SIX VOLUME EDITION JUST OUT

5,000 Pages, 7 x 10 Inches, Bound in Half Red Morocco. 500 New Pages — Innumerable New Ideas.

Treats in detail every practical, up-to-date electrical appliance. Every subject mentioned below presents a new opportunity; every page tells you how to grasp it and profit by it. It is written so simply and clearly, and is so comprehensive and authoritative, that you will find it **full of opportunities for you**, whether you are already an expert electrician, or a young man just learning a trade.

Each section is written by an expert, illustrated by special drawing, diagram or photograph, simplified by tables and formulas, proved by practical test questions, and carefully indexed for ready reference. To introduce our correspondence courses, from which the Cyclopaedia was compiled, we make this special 30 day offer.

\$18.00 Special Price **Regular Price \$36.00**

Absolutely FREE for 5 days' examination. Sent, express prepaid, on receipt of Coupon. If you want the books, pay us \$2 within 5 days and \$2 a month until you have paid the special price of \$18.00; otherwise return them at our expense. **We employ no agents to annoy you.**

Some of the Subjects Treated

Electric Wiring — Electric Bell Wiring — Electric Telegraph — Wireless Telegraphy — Telautograph — Theory, Calculation, Design and Construction of Generators and Motors — Types of Dynamos and Motors — Elevators — Direct Current Motors — Direct-Driven Machine Shop Tools — Electric Lighting, including Arc and Incandescent Lighting — Nernst Lamp, Cooper-Hewitt Lamp, Osmium Lamp, Etc. — Electric Railways, including Third-Rail System, Multiple-Unit Control, Electro-Pneumatic Control — Alternating Current Motors, Etc. — Single Phase Electric Railway — Electric Welding — Mercury Vapor Converter — Management of Dynamos and Motors, including the Location and Remedy of Troubles, such as Sparking at the Commutator, Heating, Etc. — Power Stations — Central Station Engineering — Central Station Design — Storage Batteries, including Charging and Discharging, Troubles and their Remedies, Tests for Impurities, Etc. — Power Transmission — Alternating Current Machinery, including Alternating Current Generators — Synchronous Motor, Induction Motor, Transformer, Rotary Converter, Frequency Changer, Etc. — Telephony, including Instruments, Lines, Exchanges, Common Battery Systems, Operation, Maintenance — Automatic Telephone — Wireless Telephony — Telephone Line Protection — Telegraphy, Etc.

AMERICAN SCHOOL OF CORRESPONDENCE
DIV. 183,
CHICAGO

Sell.
Elect.

8-08

A. S. of C.

Please send

Cyclopedia of

Applied Electric-

ity for FREE ex-

amination. I will send

\$2.00 within five days

and \$2.00 a month until I

have paid \$18.00; otherwise

I will notify you to send for

the books.

Name.....

Address.....

Occupation.....

Employer.....

In writing to advertisers, mention "Selling Electricity."

CONSIDER

ALL SIZES
DESIGNS
AND PRICES



LOOK OUR
CATALOGUE
THROUGH
IT IS FREE

The Sales of Other Central Stations
and You'll See That You Need

MILLER PORTABLES

Put them in your display room *now*.
Every day you are without them, may
mean a *customer missed*.

LAMPS

that are attractive, beautiful and harmonious; lamps that will enhance the decorations of any room; lamps whose uniqueness and originality of design and perfect finish make them the most compelling models for any central station display room.

Edward Miller &
Company

MERIDEN,

CONNECTICUT

THE NEW Electrocraft Illustra- ted List *of* Officially Approved Electrical ===== Supplies =====

is now in preparation and will shortly be issued.

The publishers make the further important announcement that in view of the extraordinary influence exerted by this unique publication in promoting National Code construction practice, and for the purpose of giving the widest possible extension to its field of activity, it will hereafter be distributed

Absolutely Without Charge.

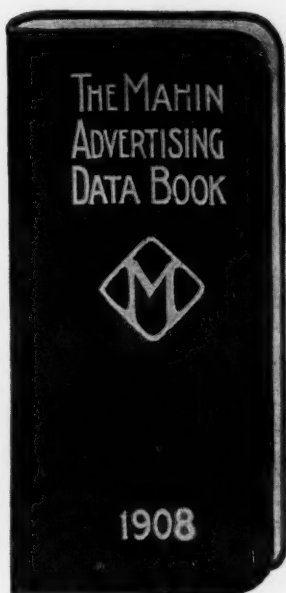
The new Electrocraft Illustrated List is a vast improvement on the old publication. The pages have been greatly enlarged to allow of fuller description and finer representation of the different lines of material; and in paper, type and illustration the new list will be a beautiful example of the printing art. In it will be found *everything electrical* that has successfully passed the tests of the Underwriters' Laboratories and that should be used in National Code construction work; and all clearly described and strikingly illustrated.

The revised National Electrical Code, with many finely made cuts and drawings illustrating the application of the principal rules will continue to form an interesting and highly valuable feature of the book.

POSTSCRIPT IMPORTANT: The mailing list is now being revised. In order to avoid the omission of names and to ensure perfect accuracy in the addresses, all persons wishing to receive copies of the new list are requested to write the publishers at once. In all cases, the letterheads of the applicants must be used in order to gain attention.

Electrocraft Publishing Co., DETROIT, MICH.

Do You Ever Want to Know



The size of a billboard poster?
The size of a street car card?
What Poultry, Farm and other papers are published in a given state or locality?
How to correct proof so the printer will understand?
The number of words in a square inch of type?
What 10-point type—or any other point—means?
How advertising space is measured—in newspapers or magazines?
The width of a column—in newspapers, magazines, mail order papers?
What kinds of type you want to use?

How population is distributed by states?
The average wages of a given class of people?
Number of Dealers in various lines, by states?
A date—for this year or next?
The cost of advertising in any publication?
Or on billboards?
Or street cars?
Lists of Publications—daily, weekly, monthly—papers, magazines, religious, agricultural, mail-order, etc.—rates—dates of closing advertising forms—width of column—etc.

The MAHIN Advertising Data Book

TELLS all the above and many other things—and you can have it *with you, all the time, in your vest pocket*—to consult to your profit at odd moments. It is a beautiful little volume of 556 pages on India paper, gilt edged, bound in red morocco, flexible covers, gold stamped.

The Mahin Advertising Data Book is worth more than the price—but in addition you will receive:

Five Addresses by John Lee Mahin

Advertising the Highest Form of Commercial Achievement—delivered before the University of Michigan.

The Basis of Advertising—delivered before the Pacific Coast Advertising Men's Association.

The Commercial Value of Advertising—delivered before the College of Commerce and Administration of the University of Chicago.

The Purchaser's State of Mind—An Essential of Value—delivered before the University of Illinois.

Who Pays for the Advertising?—delivered before the International Advertising Association.

And a Sample Copy of THE MAHIN MESSENGER

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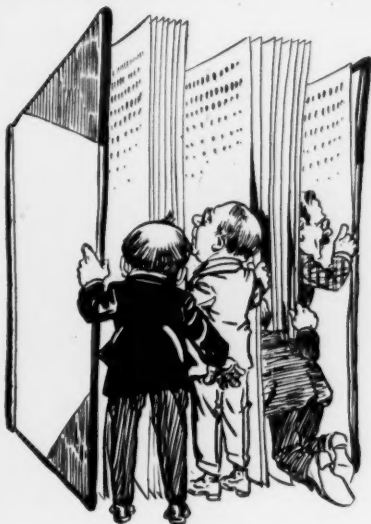
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We do not have to argue the merits of DISTRICT STEAM plants. Facts are facts. The problem of the engineer is exact and you can count upon a steam heating plant for definite returns. DISTRICT STEAM HEATING from the engineer's standpoint is a proven practical success. But while our engineers may plan and we install a model plant, if your salesmen fail to get profitable contracts your heating plant is commercially doomed.

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